

What is claimed is:

1. An advertising system having a game playback device that provides a game screen in a display section of a user terminal, comprising:

5 an image control device for controlling said game playback device so that said game playback device employs an advertising image that is an image for advertising a product or a service, as a character image used in said game screen.

2. An advertising system according to claim 1, further comprising:

10 a playback control device that controls said game playback device so as to include an order detection device that detects said product or said service displayed in said game screen as said character image; and

an order information receiving device that receives order information related to the order of said product or said service detected by said order detection device.

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3. An advertising system according to claim 1, comprising:

an advertising image information database that stores advertising image information, which is information related to said product or said service including advertising image data which are electronic data of said advertising image; and

20 an advertising image selection device that selects said advertising image having a better advertising effectiveness from said advertising image database, according to one or a plurality of information from among; information related to a store where said user terminal is installed, a period of time, a date, a day of the week, and a time elapsed from a predetermined event related to the user using said user terminal taken as a start time.

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4. An advertising system according to claim 1, further comprising:
 - a score computing device, which computes a score by carrying out predetermined calculations according to a course of a game;
 - a score information database which sorts past scores in descending order and
5. assigns ranks to them, and associates and stores top scores that are ranked above a predetermined rank with scorer information, which is information related to the users who played the game and gained the top scores; and
 - a score information display device which associates said top scores and said scorer information referenced from said score information database and displays them on
10. said display section.

5. An advertising system according to claim 4, further comprising:
 - a scorer information retrieval device which retrieves said scorer information when a computed score, which is a score that said computing device computes, is greater than
 15. said top score referenced from said score information database; and
 - a database update device which stores said computed score associated with retrieved scorer information, as a new top score in said score information database.

6. An advertising system according to claim 1, further comprising an image
 20. enlargement device that enlarges said advertising image and displays it on said display section.

7. An advertising system according to claim 1, wherein in a case where said user terminal has a sound emitting device that emits sound, said advertising image

information additionally includes call information for calling information relating to said product or said service, and further comprising:

- a call control device that controls said sound emitting device to make reference to said call information included in said advertising image information from said
- 5 advertising image information database, and call out information relating to the product or service.

8. An advertising method for employing a game playback device that provides a game screen on a display section of a user terminal, comprising:

- 10 controlling said game playback device to allow said game playback device to employ an advertising image that is an image for advertising a product or a service, as a character image used in said game screen.

9. A program for an advertising system having a game playback device that
- 15 provides a game screen on a display section of a user terminal, wherein said program controls a computer so that said game playback device employs an advertising image that is an image for advertising a product or a service, as a character image used in said game screen.